

Message Text

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PAGE 01 STATE 172883 POSS DUPE
ORIGIN EB-08

INFO OCT-01 ISO-00 ARA-14 CAB-05 CIAE-00 COME-00
DODE-00 DOTE-00 INR-10 NSAE-00 FAA-00 L-03 PA-02
ICA-20 /063 R

DRAFTED BY EB/TRA:JRATWOOD:BD
APPROVED BY EB/TRA:JRATWOOD
ARA/APU/P:DKEMP

-----072637 101509Z /53

R 101247Z JUL 78
FM SECSTATE WASHDC
TO AMEMBASSY LIMA

UNCLAS STATE 172883

E.O. 11652: N/A

TAGS: EAIR, PE

SUBJECT: CIVAIR: AEROPERU OPERATIONS

1. THE FOLLOWING ARTICLE APPEARED IN JUNE 26 ISSUE OF
TRAVEL MANAGEMENT DAILY:

-- "BUILDING ON ITS FIRST YEAR EVER IN THE BLACK, AEROPERU
HAS PUT TOGETHER A NEW MARKETING PROGRAM TO BOOST TRAFFIC
WHILE PROMOTING PERU AS A TOURIST DESTINATION. THE
PACKAGE INCLUDES A NEW 99 DOLS PERU UNLIMITED FARE; BACK-
TO-BACK CHARTERS FROM LOS ANGELES AND MIAMI; AUGMENTED OFF-
LINE SALES EFFORTS; A NEW COMPUTERIZED RES SYSTEM GOING ON
LINE IN THE U.S. BY THE END OF JUNE; AND ACQUISITION OF ONE
OR TWO L-1011S, WITH AEROPERU HOPING TO INAUGURATE WIDE-
BODIED SERVICE BY DEC. 15. THE 99 DOLS FARE ALLOWS
TRAVELERS 15 DAYS OF UNLIMITED AIR TRAVEL AMONG THE 26
DESTINATIONS SERVED BY AEROPERU WITHIN PERU; 30 DAYS COSTS
119 DOLS. CHILDREN UNDER 12 TRAVEL AT HALF PRICE. THE
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PAGE 02 STATE 172883 POSS DUPE

FARES CAN ONLY BE PURCHASED OUTSIDE OF PERU IN CONJUNCTION
WITH AN INTERNATIONAL TICKET. THE PERU UNLIMITED FARES
WILL BE SUPPORTED BY TOUR PACKAGES THAT WILL BE AVAILABLE
BY FALL. BOBBY BOOTH, NEWLY APPOINTED GENERAL MANAGER
NORTH AMERICA FOR THE AIRLINE, COMES FROM LIMA TO REPLACE
GEORGE STILLE, WHO RESIGNED TO ACCEPT A POSITION AS SALES

AND MARKETING DIRECTOR OF THE MIAMI BEACH TOURIST DEVELOPMENT AUTHORITY. BOOTH, WHO WILL BE BASED IN LOS ANGELES DESPITE THE FACT THAT AEROPERU'S MAIN NORTH AMERICAN OPERATIONS BASE IS IN MIAMI, TOLD TM THAT THE NEW PROGRAMS WERE ORIGINATED BECAUSE AEROPERU WANTS TO ATTRACT TRAVELERS WHO WILL STAY MORE THAN TWO OR THREE NIGHTS. 'WE ARE TRYING TO SEPARATE OURSELVES FROM 21-DAY, SEE-ALL-OF-SOUTH-AMERICA TOURS,' BOOTH SAID. THE CHARTER PROGRAM OFFERS DEPARTURES FROM BOTH COASTS. FROM LOS ANGELES, THE PROGRAM WILL BE OPERATED BY JET EXCHANGE AT PRICES BEGINNING AT 329 DOLS WITH AN INITIAL DESTINATION OF IQUITOS AND THEN ON TO LIMA, EVERY FRIDAY BEGINNING JULY 14. FROM MIAMI, FLORIDA-BASED LATIN AMERICAN TRAVEL

ORGANIZATION WILL FLY WEEKLY WITH A SIMILAR PROGRAM BEGINNING OCT. 5. ALTHOUGH CHARTERS 'ARE THE ANSWER,' BOOTH SAID, 'CREATIVE FARES' ARE ALSO BEING CONSIDERED. FARE LEVELS ON REGULARLY SCHEDULED FLIGHTS FROM THE U.S. WILL BE BASED ON A FORM OF ADVANCE PURCHASE TIED TO GROUND ARRANGEMENTS, PUTTING THE COST OF A ROUNDTRIP TICKET AS LOW AS 455 DOLS FROM LOS ANGELES OR 325 DOLS FROM MIAMI."

2. COMMENT: THE ARTICLE CONFIRMS THE PERUVIANS' APPARENT INTEREST IN A LIBERAL CHARTER REGIME, AND SUGGESTS AS WELL AN INTEREST IN INCREASED SCHEDULED OPERATIONS.
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PAGE 03 STATE 172883 POSS DUPE

BOTH FACTORS PROVIDE SOME ENCOURAGEMENT FOR THE CONTINUING AVIATION NEGOTIATIONS. VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: PRESS COMMENTS, TOURISM PROMOTION, AIRLINES, AIR SCHEDULES, AIR FARES, SUPPLEMENTAL AIRLINES
Control Number: n/a
Copy: SINGLE
Draft Date: 10 jul 1978
Decaption Date: 01 jan 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978STATE172883
Document Source: CORE
Document Unique ID: 00
Drafter: JRATWOOD:BD
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780282-0152
Format: TEL
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780779/aaaacoel.tel
Line Count: 96
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: b16d6078-c288-dd11-92da-001cc4696bcc
Office: ORIGIN EB
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2064398
Secure: OPEN
Status: NATIVE
Subject: CIVAIR: AEROPERU OPERATIONS
TAGS: EAIR, ETRD, PE, AEROPERU
To: LIMA
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/b16d6078-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014